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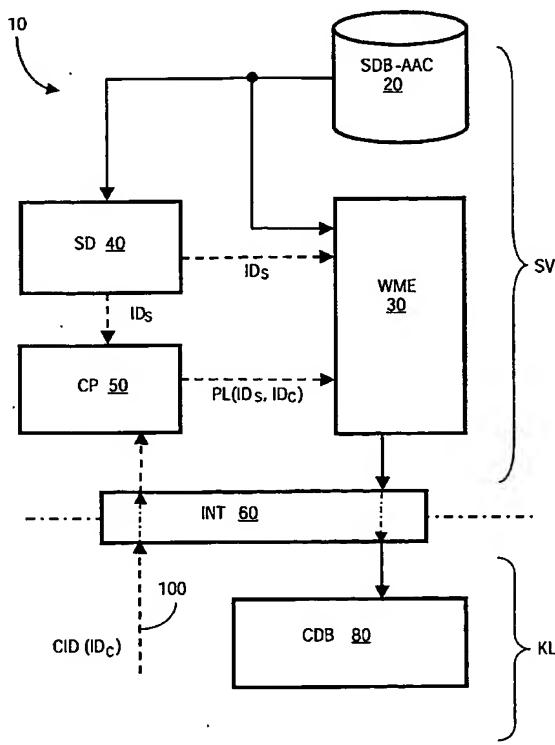
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(54) Title: METHOD OF ALLOCATING PAYLOAD BITS OF A WATERMARK



(57) Abstract: A method of dynamically allocating payload bits in a watermarking system (10) is provided. The method including steps of: (a) determining one or more parameters to be conveyed in bits of a payload to be included in watermark information for embedding in programme content; (b) dynamically allocating the bits to corresponding of the one or more parameters so as to represent the one or more parameters in the payload; (c) including the payload in the watermark information; and (d) embedding the watermark information including the payload into the programme content. Such dynamic allocation of payload bits is capable of providing more effective use of payload capacity.

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